



Dragster Expo & Car Show Committee

In Cooperation with
Rae Gabelich, Councilwoman
Eighth District, City of Long Beach

Produced and Sanctioned by
Professional Dragster Association
Doug Kruse, President
Bill Pitts, Expo Coordinator
Steve Beatty, Car Show Coordinator



Photos

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Bixby Knolls Business Improvement Association
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Bixby Knolls



4th Annual Dragster Expo & Car Show

Dragster Expo & Car Show

Sanctioned by:



PDA

Sponsorship Opportunities
Saturday, July 11, 2009
Atlantic Ave. in Long Beach, CA

TOP FUEL EXPOSURE TO YOUR TARGET MARKET



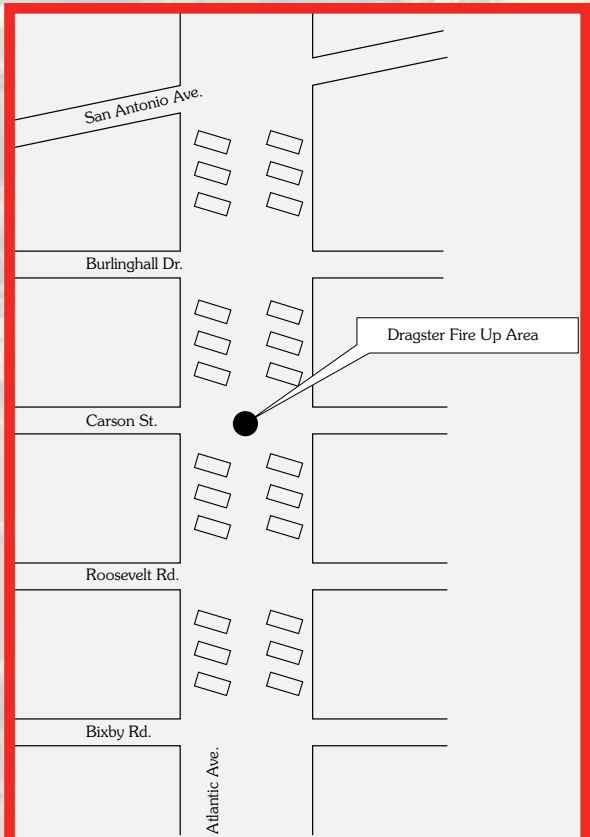
The Dragster Expo and Car Show delivers favorable impressions to an engaged audience of over ten thousand people. Coverage in local and regional media adds significantly to the event’s impact.

Vintage top fuel dragsters roaring at full throttle and the smell of burning nitro, plus original drivers and crews from the original Lion’s Drag Strip create positive brand associations for event sponsors such as Toyota Grand Prix of Long Beach, the IndyCar Series, BP and the Long Beach CVB among others. The

event also features over 100 show cars, such as a pick up truck with a fountain in its bed, and the Long Beach Police Department’s own dragster and classic paddy wagon. This year’s event is expected to be bigger, better, and feature higher attendance. Book your sponsorship now!



SPONSORS’ BANNERS



The 2009 Dragster Expo and Car Show will be held on Atlantic Avenue, from San Antonio to Bixby, Long Beach, CA. (Layout subject to change.)

- Option 1: Sponsor provides finished banner.
- Option 2: Sponsor provides artwork.

Banner Dimensions: 3’ x 6’ (maximum)
Banners will be posted by event crew

- Banner Locations
- 1. North Entry
 - 2. Beer Garden
 - 3. Dragster Staging Area
 - 4. Bandstand
 - 5. South Entry



Banners will be distributed throughout the general areas shown on map. Requests for specific banner locations will be given on a first-come, first-served basis.



FIVE SPONSORSHIP LEVELS

All sponsorship commitments in place by print deadlines are recognized in 10,000 point of purchase flyers, hundreds of posters, and on BixbyKnollsInfo.com. In addition, press releases are distributed to the Long Beach Press-Telegram, Downtown Gazette, Grunion Gazette, Uptown Gazette, the Long Beach Business Journal, Signal Tribune, Los Angeles Times, Daily Breeze, Orange County Register, OC Weekly, LA Weekly, and the District Weekly, as well as web sites such as LBPost.com, and LBReport.com. Charter Communications TV and radio KJazz (88.1) have also promoted this event in prior years.



| Sponsor Level | Amount | Additional Benefits |
|---------------|----------|---|
| Diamond | \$15,000 | <ul style="list-style-type: none">A. Sponsor included in publicity with event nameB. Full page advertisement in event programC. 8 banners on Atlantic AvenueD. Commercial booth on Atlantic AvenueE. Press release announcing your sponsorshipF. Your business logo placed prominently on the sponsor banner in a central location at the event.G. Opportunity for your organization to welcome the community.H. Your logo on BixbyKnollsInfo.com, with a link to your web site. |
| Platinum | \$7,500 | <ul style="list-style-type: none">A. Full page advertisement in event programB. 6 banners on Atlantic AvenueC. Commercial booth on Atlantic AvenueD. Your business logo placed on the sponsor banner in a central location at the event.E. Your logo on BixbyKnollsInfo.com, with a link to your web site. |
| Gold | \$5,000 | <ul style="list-style-type: none">A. Half page advertisement in event programB. 4 banners on Atlantic AvenueC. Commercial booth on Atlantic AvenueD. Your business logo placed on the sponsor banner in a central location at the event.E. Your logo on BixbyKnollsInfo.com, with a link to your web site. |
| Silver | \$2,500 | <ul style="list-style-type: none">A. Quarter page advertisement in event programB. 2 banners on Atlantic AvenueC. Commercial booth on Atlantic AvenueD. Your business name placed on the sponsor banner in a central location at the event. |
| Bronze | \$1,000 | <ul style="list-style-type: none">A. Eighth page advertisement in event programB. Commercial booth on Atlantic AvenueC. Your business name placed on the sponsor banner in a central location at the event. |



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